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Electronic content distributed freely over the Internet may be subsidized by the attachment of advertising presented to an end user when using the content with an executable program. The electronic content has associated therewith a user right which is determined by the executable player. An executable module attached to the executable program obtains at least one electronic advertisement in the event the user right is indicative of a restricted right. The electronic advertisement may be obtained from a advertising server and presented to the user, visually or audibly, during the use of the program acting upon the content.